



U.S. Department of Labor

Women's Bureau



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Women's Bureau Mission

The Women's Bureau's mission is to improve the status of wage-earning women, improve their working conditions, increase their efficiency, and advance their opportunities for profitable employment.

Women's Bureau Vision

The Women's Bureau promotes 21st Century solutions to improve the status of working women and their families.



Wise Up



Native Public Radio:

Helping Native American Women WiSe Up on Finances

"Native Women can stand strong and be financially sound to better themselves and their families and to be able to be self sufficient."

"Before WiSe Up, my money management was way low. I didn't really have the knowledge of what I needed to learn about investment and money savings and how to budget."

"Financial literacy for me means financial stability in the future. This WiSe Up program has allowed me to become familiar with how my money is spent - where it's spent and what it's going to be spent for in the future."



New WiSe Up graduates at the WiSe Up Graduation Ceremony in Flagstaff, Arizona, October 15, 2007. Pictured from left to right: Deborah Patrick (Hopi); Amber Patrick (Hopi); Raylene Hood (Yavapai Apache); Holly Figueroa (Hopi), WiSe Up Facilitator, Coconino County Career Center; Vanita Apodaca (Navajo); Gwen Cody (Navajo); Roanna Jenkins (Hopi); and Carla

These are the voices of Native American women in Public Service Announcements (PSAs) promoting the Women's Bureau's WiSe Up financial education program to other Native women.

Last year, Women's Bureau Director Shinae Chun and Regional Administrator Jenny Erwin met with Hopi and Navajo women and community leaders in Flagstaff, Arizona, and the idea of using Native public radio to reach Native women with financial education messages was born.

"Better Jobs, Better Earnings, Better Living"

The Women's Bureau contracted with Native Public Media (NPM) to bring Wi\$e Up to Native women who may not have access to the Internet on reservations or in rural communities. NPM oversees more than 30 public radio stations on tribal lands. In developing the PSAs, NPM worked with Native women who had already completed a month-long Wi\$e Up class in Flagstaff, Arizona, hosted by Native Americans for Community Action and the Coconino County Career Center. Each of the five PSAs reflects the experiences of Native women who want to strengthen their lives and their families by understanding money, saving, and investments.

In addition to broadcast on Native radio, the PSAs are posted on various Native radio and community Web sites as podcasts. All five podcasts can be downloaded from the [Wi\\$e Up](#) Web site. To hear the messages and stories of Native women, click on "News and Events" and then click on the September 17, 2007 article, "Native Public Radio Stations Help Rural Women Wi\$e Up about Their Finances."

A new series of Wi\$e Up classes and events for Native women is being offered in Arizona through the Coconino County Career Center; in San Francisco through the Native Temporary Assistance for Needy Families (TANF) Program; in Warm Springs, Oregon; and in Bellingham, Washington.

The Women's Bureau launched its Wi\$e Up financial education project in 2004. The project's goal is to provide financial education to Generations X and Y women to reduce their debt and increase their savings and/or investments. An online and classroom-based curriculum covers saving, credit, debt, insurance, investing, and retirement planning. To find out more, visit the [Wi\\$e Up](#) Web site.

Statements of or attributions to private sector speakers or participants may not necessarily reflect Department views.

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